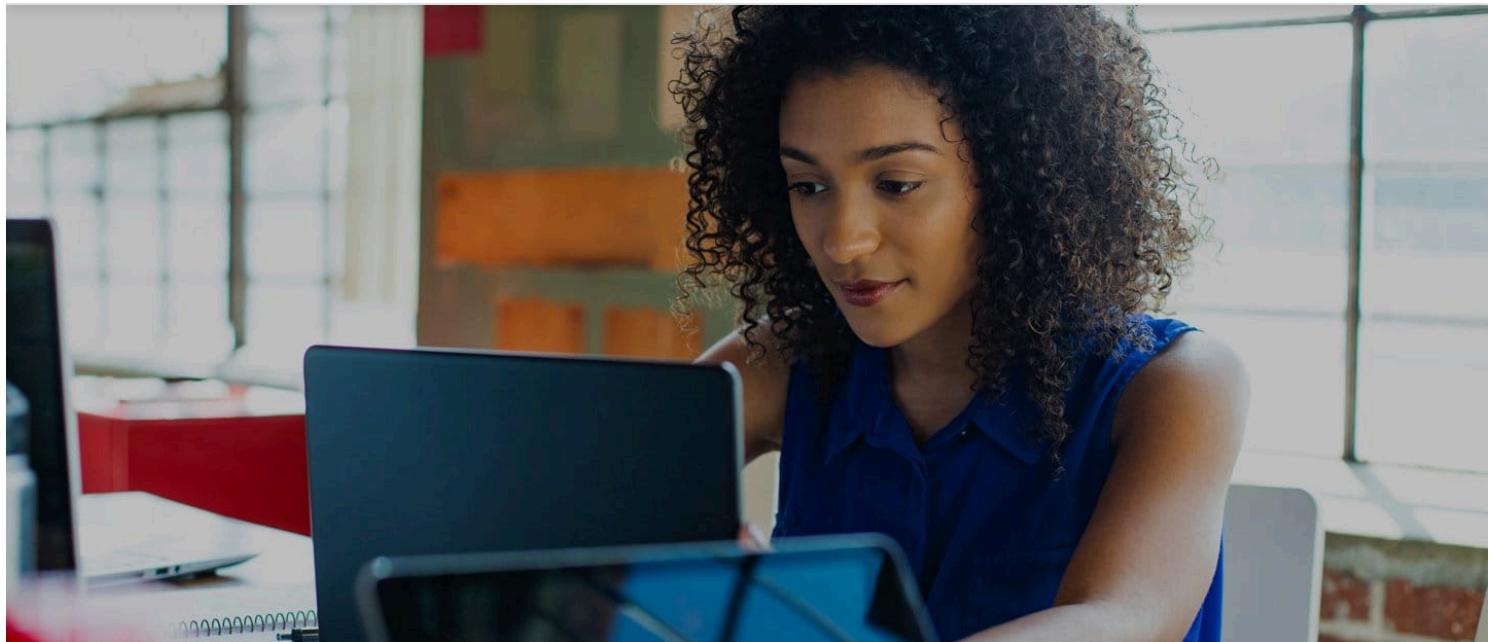


Plaintiffs' Exhibit 57

Ad Manager



Earn more.

See all the ways Google Ad Manager helps you take control of all your ad sales, make more impactful decisions, and grow your business.

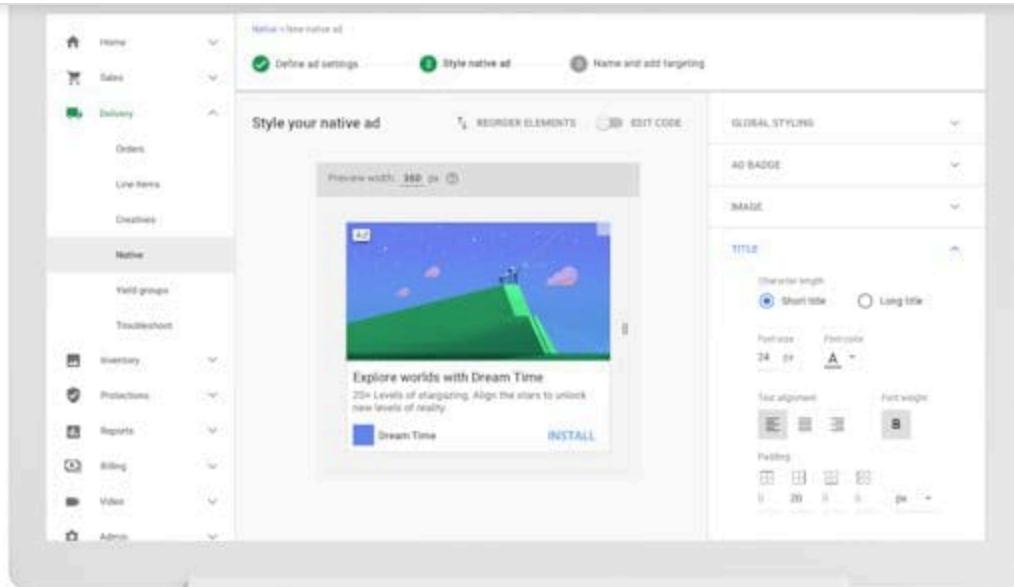
FORMATS

Make every ad count.

Power more engaging and dynamic ad experiences with out-of-the-box support for video, native, and custom ad formats.

[Learn more](#)

Ad Manager



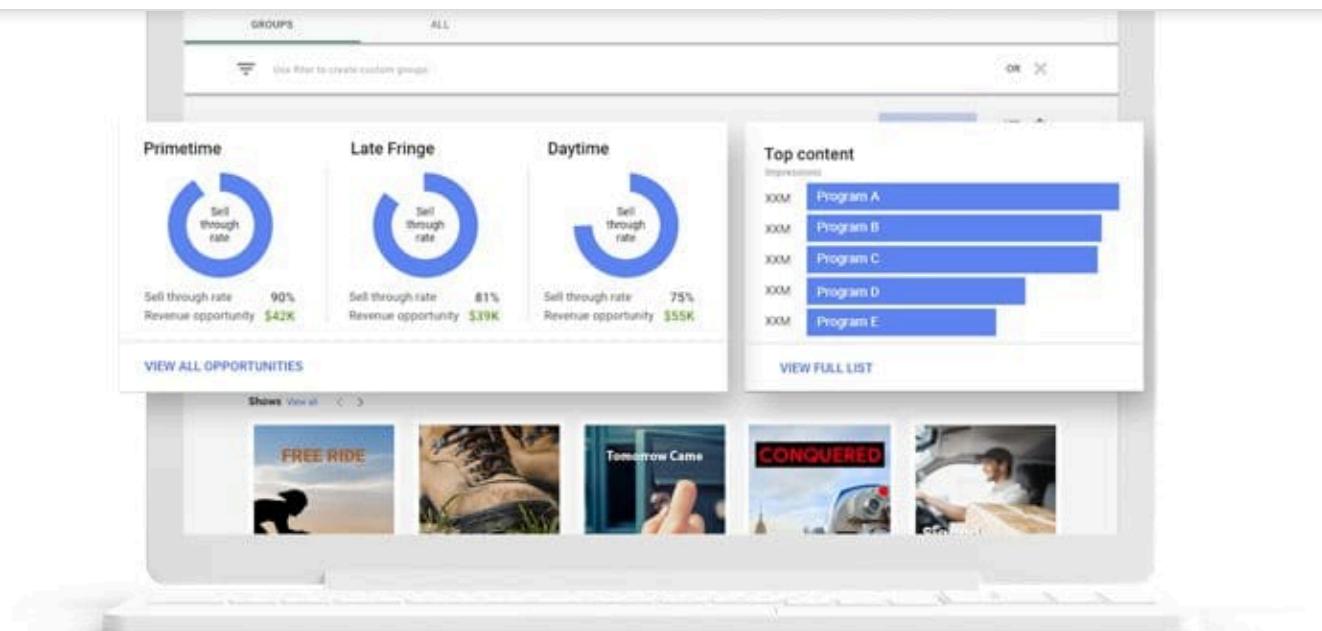
VIDEO

Ride the rise of video.

From live TV to short-form content in apps, bring the power of video to ad experiences everywhere.

[Learn more](#)

Ad Manager



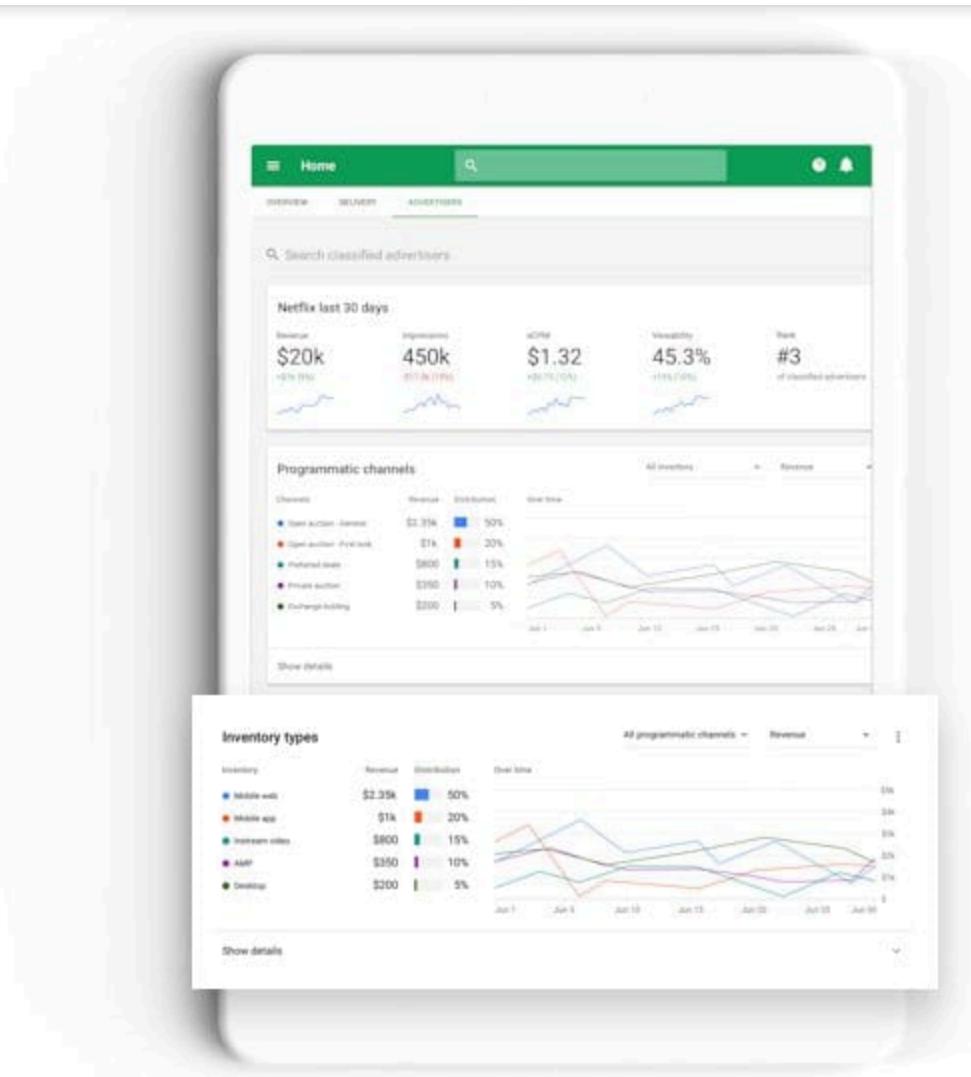
CAMPAIGN & YIELD MANAGEMENT

Take control of your revenue.

Manage all your ad sources in one place and grow your business with the power of programmatic and data-driven decision-making.

[Learn more](#)

Ad Manager



DATA & INSIGHTS

Move from data to insights.

Get powerful analytics tools that proactively surface insights and detailed reports to help you make smarter decisions.

[Learn more](#)

Ad Manager

Audience Insights

Age



25-34	37%
35-44	21%
45-54	15%
55-64	11%
18-24	10.5%
65+	5.5%

Search trends

20%	premium cars example: "mercedez benz"
17%	holiday tips example: "summer holiday"
11%	designer clothing example: "prada"
8%	shoes example: "nike"

[VIEW AUDIENCE INSIGHTS](#)

BRAND SAFETY

Protect your business.

Keep your brand safe with a combination of strong advertising policies, publisher controls, and advanced technology.

[Learn more](#)

Ad Manager

 Downloadable Utilities ⓘ BLOCK	 Data collection UNBLOCK
 Interest-based category cookies BLOCK	 Match-coding and subsequent data BLOCK
 Black Magic, Astrology & Esoteric ⓘ UNBLOCK	 Remarketing list cookies BLOCK



Ad Manager

Get started today.

Sign up to earn more from your ads and grow your business.

[Get started](#)

Follow us



About
Google Ad
Manager
Overview
Capabilities
Partner
Solutions

Learning &
support
Support
Blog
Skillshop

Developers &
partners
Google
developers
site
Ad Manager
for developers
Certified
Publishing
Partners

Related
products
Google
Marketing
Platform
Google Ads
AdSense
Google
AdMob
Google Cloud

More from
Google
Think with
Google
Google
Revenue
Solutions
Business
Solutions
Google
Workspace

Google

Google Ad Manager
